

**Massachusetts State Exposition Building**  
**Eastern States Exposition**  
**West Springfield, Massachusetts**

Massachusetts Department of Agricultural Resources  
251 Causeway Street, Suite 500  
Boston, Massachusetts 02114

Building Management: Mary Jordan, (617) 626-1750, Mary.Jordan@state.ma.us

**2016 Exhibitor Booth Guidelines and Application**

The mission of the Massachusetts Building is to showcase Massachusetts agriculture, commerce, culture, and tourism through informational, educational, promotional and retail exhibits. The Massachusetts Department of Agricultural Resources ("MDAR") invites Massachusetts organizations and businesses ("applicants") to apply for the opportunity to exhibit in the Massachusetts Building ("Building") at the Eastern States Exposition ("ESE") located in West Springfield, Massachusetts. The dates for the 2016 Big E are September 16, 2016 through October 2, 2016. This year, Building Management will be encouraging exhibitors to participate in the celebration of the 100<sup>th</sup> Anniversary of the Big E. More details of activities and participation will be shared with applicants and/or exhibitors as information is provided. For more information on the Big E's anniversary celebration, please refer to the Big E's website: [www.thebige.com](http://www.thebige.com)

Each year, a blend of non-profit and for-profit entities are selected to occupy the exhibit areas in the Building in accordance with MDAR's legislative mandate to use the Building for the purposes of exhibiting both agricultural and industrial products of the Commonwealth. Limited additional space may be available in the backyard for educational purposes only. The entrances (side porches) closest to the front of the Building may also be available for limited days. The center area of the Building is an exceptional "open space" area that provides a unique opportunity to modify the look of the Building each year. Accordingly, an annual theme may be identified by the Building Management for the main floor center area.

In order to uphold the mission of the Building, an effort is made to have a balance of exhibits featuring Massachusetts grown/produced food products, Massachusetts manufactured products along with exhibits featuring informational displays, on Massachusetts products or services. **MDAR will not accept any commercial exhibitors who will be exhibiting in any other location on the ESE Fairgrounds during the Big E.**

A fully completed 2016 application must be **received** (not postmarked) by the Department no later than 4:00 PM on Friday, April 1, 2016. Ten (10) copies plus a signed original must be mailed to MDAR at the address above, Attn: Mary Jordan. Faxes will NOT be accepted. Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and MDAR. Final selection and approval of all exhibitors shall be made by MDAR. New applicants that qualify are required to attend New Applicant Presentation Day scheduled for Friday, May 1, 2016 as part of the application process. A new applicant that is not available to attend New Applicant Presentation Day will not be considered and the application shall be deemed incomplete.

Applications will not be deemed complete unless accompanied by a \$100.00 deposit (including government agencies) made payable to the Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund. The deposit will be refundable to applicants who are not selected to exhibit in the Massachusetts Building and will be returned after the selection process is completed.

**Applicants must also demonstrate that they are a Massachusetts entity that is registered and conducting business within the Commonwealth and proof of such of a Massachusetts established business or organization is required with the application, including a description of the entity and structure of the organization.** Such proof may include a current Certificate of Good Standing from the Secretary of the Commonwealth of Massachusetts or a business certificate from the city/town within Massachusetts in which business is conducted. DO NOT send copies of tax returns or other financial information that may include personal information, as all applications are subject to the Public Records law. Non-Profit entities must include documentation, supporting papers that describe the structure of the non-profit organization when submitting application, including proof of 501(c)(3) status or other non-profit designation.

## **BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES AND LICENSING AGREEMENTS:**

- Products, hard goods and other products or services must be local (i.e., grown, produced, or manufactured in Massachusetts).
- Products, hard goods and other products or services (other than commodity related associations) sold in the Building must be available commercially on a regular basis in Massachusetts (i.e. year-round availability, not just during the Big E).
- Exhibitors must enter into a Licensing Agreement or Lease Agreement, if applicable, with MDAR by Friday, July 29, 2016. The License Agreement must be in affect before any vendor can enter the Massachusetts Building for the purpose of preparing their assigned booth space for the 2016 Big E Fair.
- Booth space inside the Building is for the entire seventeen (17) day fair, unless special arrangements have been made beforehand with the Building Manager. Booth space located on the side porches in the front of the Building may be licensed for a maximum of 10 days not including participation on special theme days which may include: Massachusetts Day and/or Harvest New England Day. Based on demand for space, Building Management may not be able to fulfill total day request. for those wanting to exhibit on the Building porch.
- Licensing, sub-licensing, leasing, and/or sub-leasing any or part of booth area without approval of the Building Manager is prohibited.
- Any applicant that fails to enter into a licensing or lease agreement with MDAR will not be allowed as an exhibitor in the Massachusetts Building during the Big E.

## **EXHIBITOR FEE SCHEDULE:**

	<b>For Profits</b>	<b>Non-profits</b>
• <b>Hard goods (non-food)</b>	<b>\$ 25 / sq. ft.</b>	<b>\$ 15 / sq. ft.</b>
• <b>Food and/or Beverage</b>	<b>\$ 30 / sq. ft.</b>	<b>\$ 20 / sq. ft.</b>

- **Non-Profit “Education Only” booths that are NOT SELLING PRODUCTS at the exhibit booth and that only provide an educational opportunity WILL ONLY BE RESPONSIBLE FOR PAYING THE \$100.00 DEPOSIT AND WILL NOT BE CHARGED A FEE FOR USE DURING THE BIG E.**
- **Rental fee is due by the last day of the Big E (October 2, 2016). Any payments made after October 2, 2016 will be assessed a \$25.00 late fee per day. Exhibitors not in compliance may have their application denied the following year.**

## **MINIMUM REQUIREMENTS FOR ALL EXHIBITORS**

### **Public Health Requirements:**

Exhibitors must comply with all applicable public health requirements. An informational sheet will be provided to all food exhibitors by the Building Management as well as the application for a food establishment license and all will be required to comply fully with the same. All applications and payments are to be sent directly to the West Springfield Board of Health by their designated deadline. Be aware, the application needs to be completed and submitted 30 days prior to the Fair. . MDAR not responsible for missed deadlines. Details for Public Health Requirements can be found: <http://www.townofwestspringfield.org/#!health-department/cxth>

### **Insurance Requirements:**

All exhibitors participating in the Massachusetts Building must, at their own expense, in a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

#### **General Liability Insurance:**

Bodily Injury/Property Damage – limits of \$1,000,000.00 per occurrence.

Products/ Completed Operation – limits of \$1,000,000.00 per occurrence.

Copy of Workman's comp required.

All policies must name the Commonwealth of Massachusetts as an additional named insured with respect to all operations in conjunction with the Massachusetts State Building/Massachusetts Department of Agricultural Resources. The duration of the additional names insured status shall be for the entire months of August, September and through the first seven (7) days in October (August 1, 2016 to October 7, 2016). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Certificates of Insurance, floor space rental fee and all applicable license or lease agreements must be received by the Department on date designated on "Calendar of Important Dates" section of the document entitled: 2016 Exhibitor Booth Guidelines and Application" In the event that an exhibitor fails to comply with the terms and conditions contained herein, "The Operating Rules for Exhibiting in the Massachusetts Building", and/or in any other rules regarding the Big E, the Department may exclude such party either before the commencement of the Fair and/ or at any time during its operation.

Applicants must comply with all applicable local, state and federal laws and regulations and the provisions set forth in the "2016 Exhibitor Booth Guidelines and Application" and "2016 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts" and at all times when in the Building.

MDAR reserves the right to remove an exhibitor from the Building at any time in the event that an exhibitor fails to comply with the provisions of the "2016 Exhibitor Booth Guidelines and Application" and "2016 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts."

**Calendar of Important Dates:**

**Applications deadline.....Friday, April 1, 2016**  
**New Applicant Presentation Day (at the Mass. Building).....Monday, May 2, 2016**  
**Announcement of 2016 Massachusetts Building Exhibitors (anticipated).....Wednesday, June 1, 2016**  
**Massachusetts Building Exhibitor Meeting: (at the MA Building).....Friday, June 17, 2016**  
**License Agreements to be signed and returned to the Department.....Friday, July 29th, 2016**  
**Dates of the 2016 Big E Fair.....Friday, Sept. 16 – Sunday, Oct. 2, 2016**  
**Rental Fee Due .....Sunday, October 2, 2016**  
**Clean-up Day.....Monday, October 3, 2016 (8 am to 4 pm)**

# **2016 Massachusetts Building Exhibitor Application Form**

**Due by Friday, April 1, 2016 no later than 4:00 PM**

**Mary Jordan, Building Management**

**Massachusetts Department of Agricultural Resources  
251 Causeway Street, Suite 500  
Boston, Massachusetts 02114**

**PLEASE NOTE: New applicants MUST contact Building Management to schedule a meeting and tour before submitting application to exhibit in the MA State Exposition Building.**

**Please complete all questions and provide as much detail as possible. Any application that does not contain ALL of the requested detailed information will be deemed incomplete and will not be considered. No handwritten applications will be accepted.**

Business/Association Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Booth/Site Manager Name (if different than contact): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Business/Tax #: \_\_\_\_\_ or Tax Exempt # \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Please check one: ☐ For profit ☐ Non-profit

Are you registered with the Secretary of the Commonwealth of Massachusetts? \_\_\_\_\_

**With this application, Applicant must submit supporting documents demonstrating that they are incorporated in the Commonwealth and/ or conduct business within the Commonwealth and are recognized as an entity authorized to conduct business within the Commonwealth.** Such proof may include a current Certificate of Good Standing from the Secretary of the Commonwealth of Massachusetts or a business certificate from the city/town within Massachusetts in which business is conducted. DO NOT send copies of tax returns or other financial information that may include personal information, as all applications are subject to the Public Records law. Non-Profit entities must include documentation, supporting papers that describe the structure of the non-profit organization when submitting application, including proof of 501(c)(3) status or other non-profit designation.

**Please circle Yes or No**

- New Applicant Yes No
- Returning Exhibitor - Applicant (exhibited in the 2015 Big E in the Massachusetts Building)  
Yes No
- Are you interested in applying for 17 days inside the MA Building? Yes No
- Are you interested in applying for exhibiting up to 10 days on the front side porches outside  
Yes No
- **Please indicate the utilities and amenities that your exhibit will require: All work will require a State Approved Work Order Plan. This work plan will need to be approved by Building Management before any work can begin. More details will be provided if application is approved.**  
\_\_\_\_\_ Water /Plumbing  
\_\_\_\_\_ Electricity, list appliances  
\_\_\_\_\_ Phone hook-up (optional and at your own expense)  
\_\_\_\_\_ Wireless internet (limited usage and may be at your own expense)  
\_\_\_\_\_ Other needs;
- **Square feet requested (100 sq. foot minimum - typical size 10 ft. across x 10 ft. deep)** \_\_\_\_\_
- **Besides space in booth, may you require refrigeration and storage needs :**  
\_\_\_\_\_ Refrigeration and approx. square ft. (will be at your own expense)\*  
\_\_\_\_\_  
\_\_\_\_\_ Storage and approx. square ft. (possible cost associated with usage)\*  
\_\_\_\_\_

\*If you request these services and your application is accepted, you will be required to participate in a subcommittee pertaining to refrigeration needs and/or a subcommittee pertaining to storage needs.

**Display, exhibit and/or kiosk details (use additional paper if necessary).**

- **Company/group/association's mission:** Please describe in detail the educational opportunity you will provide visitors including the intended "message" of your exhibitor booth and how you intend to convey that message.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- **Describe the product(s), services and/or informational materials in detail that you plan to distribute and/or sell while exhibiting. Be specific.**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- **Describe your physical exhibit in detail:** Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Include drawings, schematic and/or photographs of your exhibit. You may use additional paper if neccessary.  
\_\_\_\_\_

**ALL APPLICANTS MUST SIGN AND COMPLETE THE FOLLOWING.**

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the Massachusetts Building Advisory Committee and the MDAR will be based upon the content of this application. I understand any proposed changes to this application after submission to MDAR are subject to review before being approved.

I have read, understand, and agree to the above statements and to all provisions in the above “2016 Exhibitor Booth Guidelines and Application” and “2016 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts.”

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business/Association Name: \_\_\_\_\_

Contact Information for above name (please include phone number(s) and email. May be different than the contact name on the application.